

FY 2016-2017  
BREVARD COUNTY  
TOURIST DEVELOPMENT COUNCIL  
EVENT SUPPORT FUNDING POLICY



ORLANDO'S CLOSEST BEACHES

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[www.visitSpaceCoast.com](http://www.visitSpaceCoast.com)

Space Coast Office of Tourism  
430 Brevard Ave., Suite #150  
Cocoa Village, FL 32922  
321.433.4470

## FY 2016-2017 SPECIAL EVENTS FUNDING POLICY

### Introduction

The purpose of this document is to establish, detail and disseminate Policy for the support of Events by the Tourist Development Council (TDC). This support is a mechanism which responds directly to the TDC Mission and, as such, will provide a structured framework by which all applications and subsequent reportage will be quantified and evaluated.

This is an evolving document and feedback is welcomed. We are committed to developing and continuously improving Brevard County TDC's Policies. It's to be noted that this policy will adopt as its principal consideration:

*Events which contribute to increasing the positioning of Brevard County as a major tourist destination will be embraced and supported. Such support will be subject to a transparent and accountable process.*

### Tourist Development Tax

The TDC is able to offer support for Events by utilizing dollars generated from the Tourist Development Tax, or so called the resort tax. The Tourist Development Tax was approved by the voters of Brevard County in November 1986 and currently adds 5% to bills paid by visitors for short term rentals up to a maximum stay of 6 months at hotels, motels, apartment hotels, rooming houses, RV parks, and condominiums in Brevard County.

### Funding of Specific Events

#### Types of Events:

1. Heritage
2. Nature
3. Sport [including aviation and water sports/events]
4. Music
5. Art

### Marketing Support October 1, 2016 – September 30, 2017

Advertising support is solely for *out-of-county* advertising. The TDC shall provide **supplemental** event advertising prior to the event. The media placed will be advertising/public relations or specialized support determined by the organizer with input from the TDC, based on but not automatically duplicating the organization's submitted marketing and media plan. The purpose of this program is to provide additional and enhanced media reach and frequency to the organization's existing media plan using the TDC's negotiated media buys. Applicant shall provide a proposed marketing plan and media schedule with the application. **If no marketing plan is attached, the application will be disqualified.**

The applications will be scored using our rubric. The scores will determine the level of support. A threshold of 50 points is needed before an event is even considered for a mature event and 40 points is needed for a new event. Maximum amount of support is \$25,000. Example: If an event is scored at 75, then 75% of the proposed marketing plan (up to the maximum of \$25,000) is eligible for support. If the proposed plan of marketing was \$10,000, then the event is eligible for \$7,500 in marketing support. Support will be available through the media outlets where the TDO has made yearly commitments.

### APPLICATION ELIGIBILITY

To be eligible to apply for support, applicants may be either a not-for-profit or a for-profit. The applicant may be an organization or an individual but must be legally constituted and must be able to illustrate acceptable experience of successful Event Management.

If the Event is being funded through another TDC program, e.g., Cultural Marketing Program (CMP) or Chamber Co-op Marketing, the event will not be eligible to participate in this program.

### Term of Eligibility

- New Events: First and second year events.
- Developing Events: Events with a 3-5 year history.

### SIGNATURE EVENTS:

The Tourism Development Council reserves the right to fund a project as a “Signature Event” if the event is deemed to have significant tourism impact on Florida’s Space Coast. Signature Events will be integrated in the annual TDC marketing campaigns via the approved Media Plan. Signature Events do not need to apply for advertising support; therefore, applicants should strive to reach this level.

### HOW TO APPLY

#### Application Timeline and Support Materials

The guide as to when your organization and/or individual may apply and what materials will be required is as follows:

A request for support by eligible organizations or individuals must be made by May 27, 2016 for events that are held October 1, 2016 through September 30, 2017.

The applicant must submit between one and three letters of support from local hotels. The application will detail how the applicant proposes to track room nights and which hotels may be used. This will be compared to the Post Event report which will detail which hotels were actually used and/or estimated the number of room nights generated ~ and will also indicate specifically how this metric was tracked.

An acceptable means of tracking would be a document signed by the General Manager or Director of Sales of the hotels of benefit (depending on size of event, 1-3 letters), which will clearly enumerate the number of rooms occupied and the nights of occupancy. A sample of what will be expected from the hotels is included in the Post Event Report.

The application will also articulate the anticipated number of attendees and will clearly articulate how that number will be evaluated during the Event (*e.g. tickets, passes, comps etc*). It’s strongly urged that applicants are prudent in their assumptions and, post Event, are able to illustrate their outcomes in a robust and verifiable manner. (The methodology for estimates and/or actual attendance must be clearly defined.) Ongoing support of Events will be contingent on 75% attainment of agreed targets.

Application Deadline	Marketing Committee Meeting	Event Support Delivered Between
May 27, 2016	June/July 2016	October 1, 2016 and September 30, 2017

All applications are due on or before the date listed above.

1. Applications can be downloaded from: [www.visitspacecoast.com/special-event-funding/](http://www.visitspacecoast.com/special-event-funding/)
2. Or you may visit the office and pick up a copy.
3. Applications and all supporting documentation can be submitted by email to: [Bonnie.king@visitspacecoast.com](mailto:Bonnie.king@visitspacecoast.com). Please title the email message: **FY 16-17 Special Event Application**. You can also mail your application to the Tourism Office at 430 Brevard Ave., Ste. 150 Cocoa, FL 32922.
4. **Two** hard copies (1 original and 1 copy) of the application (including all support material as requested), must be received in the office no later than 5pm on the deadline date.
5. The above dates are subject to change. Any changes will be publicly noticed.
6. Once approved, the event organizer needs to meet with TDO staff at least 3 (three) to 6 (six) months before their event in order to allow sufficient time to implement the marketing plan.

## Supported Categories and Periods

The TDC has established a series of categories so that an individual or series of Events can be evaluated in a manner that's derived from a standardized approach. So, for example: Events which are focused on attracting day visitors are of importance ~ but they are of lower importance than Events which are focused on attracting overnight visitors. This is clearly because the overnight visitor has greater economic impact by contributing to Tourist Development Tax which will, in turn, support more Events. This is substantiated by statistical data which lends evidence that day visitors spend on average \$79.37 per day per party while overnight visitors spend an average of \$329.24 (not including lodging) per day per party.\* \*Randall Travel Marketing: Space Coast Visitor Study 2013 .

Some Events will attract large numbers of day visitors whose presence will benefit county economic impact through other transactional means and some community Events will also have a positive effect in contributing to the vitality of the county ~ and therefore attractiveness to potential tourists.

## SCORING RUBRIC

### Scoring Applications

Applications will be scored by TDO staff; a member of the Marketing Committee; and a director from another County department using a standardized methodology. The scoring rubric addresses the potential benefits of every proposed Event and assigns points to each element. The cumulative points will determine the eligibility and level of support. The scoring will be a public document, available at the TDO office and therefore made freely available to applicants. The New Event scoring rubric differs slightly from the other events scoring due to the attendance projection criterion. A Threshold of 50 points is needed before consideration of TDC support for developing/mature events and 40 points is needed for new events.. *A copy of the Scoring Rubric is attached.*

## Marketing Committee Meeting To Approve Staff Recommendations

On the day of the Marketing Committee meeting to approve recommendations, TDO staff will discuss the evaluation procedures and scoring rubric that were utilized. Not all events may receive support due to the amount of funds available and the application's average score, **although the TDC can include all tourism related events in social media marketing and website calendar of events.**

Public comment will be accepted. At the conclusion of the meeting, the Marketing Committee's recommendation will be forwarded to the TDC for final approval at their monthly meeting.

## Post Event Report & Metrics

The Event organizer will provide TDC with a Post Event Report within 3 calendar months after the completion of the Event. Reports will be accepted and analyzed on a rolling basis and will be scrutinized within 30 days of submission. A copy of the Post Event Report is attached. The Event organizer will be required to make an oral report to the Marketing Committee and will be notified of the date and the time of the meeting.

## Attainment of Agreed Targets:

Ongoing support of Events will be contingent on 75% attainment of agreed targets. If outcomes are significantly low or overall delivery results in a significantly lower economic impact than agreed, this will be a committee consideration during the evaluation of any subsequent application for a repeat of the Event or by the applicant(s) for any similar Event.

**Number of Attendees:**

The Report will also articulate the confirmed number of attendees which will be compared to the anticipated numbers and this part of the Report will clearly articulate how that number was evaluated *[e.g. tickets, passes, comps, etc]*.

Where the Event is free at point of entry, issuing tickets of no face value is a useful device for capturing email addresses or cell numbers for subsequent campaigns. This also allows for accurate evaluation of attendance. On those occasions where the Event is free at point of entry and no tickets are issued, an acceptable estimation of attendee numbers will be a written statement from the ranking officer of police or emergency services personnel. Any other methodology for tracking/evaluating attendee numbers must be approved by TDC marketing staff prior to the event.

**Hotel Occupancy:**

The Report will also detail which hotels were used and the number of room nights achieved, indicating how this metric was tracked and confirming occupancy through the presentation of a document signed off by the hotel[s] (1-3 depending on Event size) indicating room nights and occupancy associated with the Event. This will be used for comparison against the assumptions stated in the original application

**Economic Impact:**

The Report will address the economic impact generated for the Space Coast (see Event Impact Worksheet attached) It's strongly urged that applicants are prudent in their assumptions and work to illustrate the outcomes in a verifiable manner. You will be required to make a presentation to the Marketing Committee and speak about your success and present your Post Event Report.

NOTE: THE EVENT IMPACT WORKSHEET MUST ACCOMPANY YOUR APPLICATION SO YOU WILL BE SHOWING "PROJECTED" IMPACT. THE WORKSHEET WILL ALSO BE TURNED IN WHEN YOU DO YOUR POST EVENT REPORT SHOWING "POST EVENT" IMPACT.

**Seasons & Periods:** Extra points for events held in low and shoulder seasons

- High Season: February, March, April & July
- Low Season: August, September, October, November & December
- Mid or Shoulder Season: January, May & June

**TDC Funding Policy Questions Contact Info:**

- Eric Garvey, TDC Executive Director , [Eric.garvey@visitspacecoast.com](mailto:Eric.garvey@visitspacecoast.com)
- Bonnie King, TDC Deputy Director, [Bonnie.king@visitspacecoast.com](mailto:Bonnie.king@visitspacecoast.com)
- Tiffany Minton, TDC Director of Marketing , [tiffany.minton@visitspacecoast.com](mailto:tiffany.minton@visitspacecoast.com)

**Brevard County Tourist Development Council  
FY 2016-17 Event Support Application**

**Application will be provided online at: [www.visitspacecoast.com/special-event-funding/](http://www.visitspacecoast.com/special-event-funding/) and can be submitted online or turned in to the TDO Office no later than 5pm on the deadline date of May 27, 2016.**

Type of Event: New (year 1-2) \_\_\_\_\_ Developing (3-5) \_\_\_\_\_

Length of Event: \_\_\_\_\_ Multi-day \_\_\_\_\_ One day

Date(s) of Event: \_\_\_\_\_

1. Name of Event: \_\_\_\_\_

2. Name of Applicant/Organization: \_\_\_\_\_

3. Street/P.O. Box: \_\_\_\_\_

4. City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

5. Contact Person: \_\_\_\_\_ Phone \_\_\_\_\_

Title: \_\_\_\_\_ E-mail \_\_\_\_\_

Organization's / Event website: \_\_\_\_\_

6. Organization's Chief Official: \_\_\_\_\_

Printed name of Organization's Chief Official

7. \_\_\_\_\_ Date \_\_\_\_\_

**Signature of Organization's Chief Official**

Mail or deliver an original and one (1) copy to: Tourism Development Office, 430 Brevard Ave. Ste. 150, Cocoa, FL 32922 or e-mail to [Bonnie.king@visitspacecoast.com](mailto:Bonnie.king@visitspacecoast.com) Application must be received no later than 5pm on deadline date.

**APPLICATION page 2****PROVIDE EVENT DESCRIPTION AND NARRATIVE RESPONSES FOR EACH OF (5) SCORING CRITERIA:**

**EVENT DESCRIPTION:** Provide a description of the Event.

**1. MARKETING AND PROMOTIONS: up to 20 points**

- a. Explain the Event's strategic marketing and public relations plan. **A marketing plan must be attached to the application before consideration of support.**
- b. Provide a brief description of your marketing media mix from the previous year, October 1 – September 30. (Please include paid and unpaid or contributed media – dollar figures are not required).
- c. Please provide any specific results or analysis from particular efforts that might be useful here.
- d. Describe cooperation, collaboration, or shared advertising with other local or regional organizations, attractions, or events. Describe specific efforts. Who? How? What has been successful?
- e. Optional: Provide up to (3) marketing materials/examples: prefer electronic submissions. If not possible to provide electronically, you may deliver actual physical samples to the TDC offices located at 430 Brevard Ave., Suite 150, Cocoa, no later than date and time application is due.

**2. ORGANIZATION STABILITY AND EVENT MANAGEMENT EXPERIENCE:**

**up to 20 points** Illustrate the organization's experience with successful Event management.

**3. TOURISM DEVELOPMENT: up to 20 points**

- a. Demonstrate how the Event promotes and builds Brevard County as a visitor destination.
- b. Does the Event help grow visitation during the tourism low or shoulder months?
- c. Does the Event provide opportunities to grow a new or niche customer base?

**4. ATTENDEE DATA: up to 20 points**

- a. Provide actual total attendance figures for the previous year's Event; -October 1, 2015 – September 30, 2016.
- b. Explain how the data was gathered; include sample size and brief methodology.
- c. Provide summary insights into demographics, patterns, or behaviors that may assist the TDC in supporting the Event.
- d. For New Events (1-2 years), this criterion is not applicable and will not be scored, however if data is available, please provide.

**5. ECONOMIC IMPACT: up to 20 points**

- a. Explain how your event clearly supports in-county economic impact.
- b. Provide any evidence you have of hotel room nights and/or trip extension and return visits.

## – Scoring Rubric for DEVELOPING / MATURE EVENTS

	EXCELLENT	GOOD	FAIR	WEAK	TOTAL PTS
<i>Support for Events:</i> Brevard County Tourist Development Council	Strongly demonstrates alignment with Event Support Policy	Satisfactorily demonstrates alignment with Event Support Policy	Does not sufficiently demonstrate alignment with Event Support Policy	Makes an incomplete and/ or inadequate case for participation	
Scoring Rubric	16-20 Point	11-15 Points	6-10 Points	0 to 5 Points	
<b>1. Marketing and Promotions:</b> Explains strategic marketing and public relations plan; collaboration/cross-promotion. A marketing Plan must be attached to the application before consideration of support.	Compelling and Specific Explanation	Reasonable Explanation	Limited Explanation	Minimal Explanation	
<b>2. Organization Stability and Event Management Experience:</b> Illustrates acceptable experience of successful Event management.	Extensive Experience	Reasonable Experience	Limited Experience	Minimal Experience	
<b>3. Tourism Development:</b> Demonstrates how event promotes and builds Brevard as a visitor destination; opportunities to grow visitor base.	Compelling and Specific Demonstration	Significant Demonstration	Limited Demonstration	Minimal Demonstration	
<b>4. Attendee Data:</b> Enumerates assumptions of attendance with supporting facts; shows well managed and utilized attendance data.	Over 10,000/ Event day or over 1,500 total room nights	Between 5-10,000/ Event day or between 1,000-1,500 total room nights	Between 1-5,5000/Event day or between 500-1,000 total room nights	Under 1,000 per Event day or under 500 total room nights	
<b>5. Economic Impact:</b> Explains how the event clearly supports incremental increases in hotel room nights and return visits to the area.	Compelling and Specific Explanation	Reasonable Explanation	Limited Explanation	Minimal Explanation	
	10 Points	5 Points	0 Points	Minus 10 Points	
<b>6. Tourism Season:</b> Contingent on what season event falls within	<b>Low Season</b> Aug, Sept, Oct, Nov, Dec	<b>Shoulder Season</b> Jan, May & June	<b>High Season</b> Feb, Mar, April, & July		
<b>7. Previous Year Summary</b>	Exceeded all of previous application assumptions	Achieved between 75%-90% of previous application assumptions		Achieved less than 75% of previous application assumptions	
TOTAL POINTS ACHIEVED					

Maximum Total Points 120

A Threshold of 50 points is needed before consideration of support



### – Scoring Rubric for NEW EVENTS ONLY (Year 1-2)

<b>Support for Events:</b> Brevard County Tourist Development Council	Strongly demonstrates alignment with Event Support Policy	Satisfactorily demonstrates alignment with Event Support Policy	Does not sufficiently demonstrate alignment with Event Support Policy	Makes an incomplete and/ or inadequate case for participation	
<b>Scoring Rubric</b>	<b>16-20 Points</b>	<b>11-15 Points</b>	<b>6-10 Points</b>	<b>0 -5 Points</b>	<b>Total Points</b>
<b>1. Marketing and Promotions:</b> Explains strategic marketing and public relations plan; collaboration/cross-promotion. A marketing Plan must be attached to the application before consideration of support.	Compelling and Specific Explanation	Reasonable Explanation	Limited Explanation	Minimal Explanation	
<b>2. Organization Stability and Event Management Experience:</b> Illustrates acceptable experience of successful Event management.	Extensive Experience	Reasonable Experience	Limited Experience	Minimal Experience	
<b>3. Tourism Development:</b> Demonstrates how event promotes and builds Brevard as a visitor destination; opportunities to grow visitor base.	Compelling and Specific Demonstration	Significant Demonstration	Limited Demonstration	Minimal Demonstration	
<b>5. Economic Impact:</b> Explains how the event clearly supports incremental increases in hotel room nights and return visits to the area.	Compelling and Specific Explanation	Reasonable Explanation	Limited Explanation	Minimal Explanation	
	<b>10 Points</b>	<b>5 Points</b>	<b>0 Points</b>	<b>Minus 10 Points</b>	
<b>6. Tourism Season:</b> Contingent on what season event falls within	<b>Low Season</b> Aug, Sept, Oct, Nov, Dec	<b>Shoulder Season</b> Jan, May & June	<b>High Season</b> Feb, Mar, April, & July		
TOTAL POINTS ACHIEVED					
Maximum Total Points 90 A Threshold of 40 points is needed for consideration of support					

## Economic Impact Form

Event Name:

Event Date(s): \_\_\_\_\_

Circle one: Projected or Post Event

## EVENT IMPACT WORKSHEET

**DIRECT IMPACT:** Determining direct impact of an event:

Projected

## Post Event

- |    |   |          |          |
|----|---|----------|----------|
| 1. | How much will / did the event organizers spend locally?                                 | \$ _____ | \$ _____ |
| 2. | How many anticipated /actual <b>Out of Town/ Overnight</b> visitors' days?              |          |          |
|    | _____ X _____ X \$ <u>449.43</u>  |          |          |
|    | <i># Attending divided by 2.4 (Avg party size)    # of room nights    Avg. \$ Spent</i> | \$ _____ | \$ _____ |
| 3. | How many anticipated /actual <b>day visitor</b> days? (if applicable)                   |          |          |
|    | _____ X _____ X \$ <u>79.37</u>   |          |          |
|    | <i># Attending divided by 2.4 (Avg party size)    #days    Avg. \$ spent</i>            | \$ _____ | \$ _____ |
| 4. | What is /was the expected event site spending?  | \$ _____ | \$ _____ |
| 5. | What other expenditures, if any, are / were there?                                      | \$ _____ | \$ _____ |
| 6. | <b>Total Direct Impact</b> (add lines 1-5)  | \$ _____ | \$ _____ |

**EXPECTED MULTIPLIED IMPACTS:**

To determine the direct impacts of an event:

### ACTUAL EVENT IMPACTS:

To determine the direct impacts of an event:

Direct Impact= (Line 6)	\$		Direct Impact=(Line 6)	\$	
Output Multiplier=		1.73	Output Multiplier=		1.73
Total Output Impact =	\$		Total Output Impact =	\$	
Direct Impact=(Line 6)	\$		Direct Impact=(Line 6)		
Earnings Multiplier=		.54	Earnings Multiplier=		.54
Total Earnings Impact=	\$		Total Earnings Impact=		

NOTE: THIS EVENT IMPACT WORKSHEET MUST ACCOMPANY YOUR APPLICATION SO YOU WILL BE SHOWING “PROJECTED” IMPACT. THE WORKSHEET WILL ALSO BE TURNED IN WHEN YOU DO YOUR POST EVENT REPORT SHOWING “POST EVENT” IMPACT.

## POST EVENT REPORT

**Due to the TDC Office within 3 calendar months after completion of the event.**

1. Name of Applicant Organization: \_\_\_\_\_
2. Event Name: \_\_\_\_\_
3. Event Date(s): \_\_\_\_\_
4. Contact Person and Title: \_\_\_\_\_
5. Contact Person's Phone and Email: \_\_\_\_\_
6. Items to be addressed in Post Event Report (Please attach to this form):
  - a. Actual number of attendees v. estimated and reason for variance (if any).
  - b. Actual number of hotel room nights generated v. estimated and reason for variance (if any).  
Provide letters from host hotels on hotel letterhead stationery. Must mention the Event name and dates. Must address estimated or actual room nights generated from the event or % of increase in hotel occupancy. Any additional comments regarding Event or Event organizer.
  - c. Present examples of all print ads, programs, displays during the Event and on the website, and publicity generated. Include media affidavits.
  - d. Actual economic impact form completed.
  - e. Did the event expenditures fall within the budget?
  - f. Did the event have the anticipated results?
  - g. How can the event be improved or expanded in the future?
  - h. Additional comments.

\_\_\_\_\_  
Signature of Chief Official

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name of Organization's Chief Official